

Home Furnishings Calendar 1951

JANUARY

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HOME FURNISHINGS CALENDAR

* HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; *
* furnishing and decorating; gardening and horticulture; food and major appliances.*
* ***** *

* The CALENDAR will furnish free to yearly subscribers an accurate list of editors *
* who cover every phase of the home furnishings field on national trade and con- *
* sumer publications. Non-subscribers pay \$25 for this list. Personnel changes *
* and additions are published weekly. Avail yourself of this invaluable service. *
* ***** *

* One of our important functions is to clear dates so that conflicts will not *
* arise. Check with us as to available times before scheduling your next affair. *
* ***** *

* Events are listed without charge in the CALENDAR for approximately six weeks in *
* advance. Let us have your listing as early as possible so that we may help you *
* to avoid conflicts in dates and give you increasingly better service. New events, *
* last minute changes and revisions are added each week as scheduled. *
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* KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food; *
* G - Gardens; HF - Home Furnishings; M - Miscellaneous. *
* ***** *

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Apr. 26 3:00 P.M.- 7:00 P.M.	PRESS OPENING HF. A press showing of Deering Davis' original new line of contemporary furniture and furnishings will be featured at the opening of Sherrill Furniture Corporation's new building and antique galleries. Everything in fine home furnishings will be displayed under one roof - traditional, modern, rare originals and replicas, imported reproductions. By invitation only. Publicity: John Kelly, Publicity Contact Service, 30 Vesey Street, CO. 7-3875.	SHERRILL FURNITURE CORP.	201 EAST 56TH STREET
Thursday Apr. 26 3:30 P.M.	FORUM AND DISCUSSION HF. The Hunter College Dept. of Home Economics will serve as hosts to home economics student representatives of high schools of New York City, Westchester and Nassau County at a Home Furnishings Forum and Panel Discussion. The Panel discussion will be led by members of the Home Furnishings class, which recently furnished a model apartment for under \$2,000. Elsa Rich of Engel's Modern, 399 Rockaway Ave., Brooklyn, will exhibit the children's room setting from this apartment for which her store supplied furniture and accessories. Guy Monypenny, of "Living for Young Homemakers" will demonstrate the use of "Color and Style in the Home." Dr. Grace B. Gerard will lead a general discussion of the problems involved in furnishing the small metropolitan home. Publicity for Engel's Modern, Gerry Engel, DI. 2-8767.	HUNTER COLLEGE	695 PARK AVENUE
Thursday Apr. 26	NEW WOOD PRODUCT HF. A new company, the U. S. All Color Wood, Inc., has been established to merchandise a new unique process of impregnating woods with a variety of standard colors. The product can be used for almost any article which uses wood and for many new purposes as well. The new company is headed by Emanuel K. Furman, well-known industrial consultant. Publicity: Richard H. Roffman Assoc., TR. 9-5640.	U.S. ALL COLOR WOOD, INC.	280 MADISON AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Apr. 26	NEW TV PACKAGE PROGRAM FOR DEPARTMENT STORES	INTERCONTINENTAL TELE SALES CORP.	280 MADISON AVENUE NEW YORK, N. Y.
	M. A combination of entertainment and direct selling of merchandise via video programs called "Let's Make Some Money" has been created by Henri Leiser, movie and TV producer. Leiser and Emanuel K. Fruman, noted industrial consultant, have just formed this new firm to handle the details of the novel entertaining-merchandising venture. The program is available for individual sponsorship by one local store in any city with a TV station. Each program is an original script based on six different items of merchandise. Home and studio audiences will be both entertained and enabled to make some real money and win valuable prizes. Publicity: Richard H. Roffman Assoc., TR. 9-5640.		
Apr. 27-28	M. SECOND PART OF PASSOVER.		
Apr. 28- May 6	HF. SAN ANTONIO HOME SHOW, SAN ANTONIO, TEXAS. CONTACT: G. A. GODFREY, CHAMBER OF COMMERCE BLDG., DALLAS, TEXAS.		
Apr. 28	HF. INTERNATIONAL TEXTILE EXPOSITION, LILLE, FRANCE, TO MAY 20.		
Apr. 29- May 5	HF. NATIONAL COTTON WEEK SPONSOR: NATIONAL COTTON COUNCIL OF AMERICA, 271 CHURCH ST., NEW YORK 13.		
Apr. 29- May 5	E. NATIONAL HOME DEMONSTRATION WEEK SPONSOR: EXTENSION SERVICE, U. S. DEPT. OF AGRICULTURE, WASHINGTON, D. C.		

WEEK BEGINNING MONDAY, APRIL 30, 1951

Monday Apr. 30	COMPETITION CLOSES	SOC. OF THE PLASTICS IND.	67 WEST 44TH ST.
	M. The closing date for nominations for the annual John Wesley Hyatt Award for outstanding achievement in the field of plastics has been postponed from April 2 because of unusual conditions. Entry blanks may be obtained by writing William T. Cruse, The Society of the Plastics Industry, 67 W. 44th St., N.Y.C. 17. Publicity: Langdon P. Williams, MU. 7-2675.		
Monday Apr. 30- May 4	TWENTIETH ANNIVERSARY CONFERENCE & EXHIBIT	AMERICAN INSTITUTE OF DECORATORS	PANTLIND HOTEL GRAND RAPIDS, MICH.
	HF. Open to all decorators and members of allied professions and trades, this year's conference has as its theme "Interior Decoration Comes of Age." A stimulating program has been planned for April 30, May 1-2. The Trade Exhibit will continue through May 4 and will be held in the Civic Auditorium where it will be open to the public on May 3 and 4. The winners of the 1950-51 A.I.D. Student Competition will receive awards at a luncheon on April 30th. A series of rooms designed by members for Grand Rapids furniture manufacturers will be on view at the Grand Rapids Furniture Museum, as well as a photographic display. Photographs and descriptions of rooms available on April 29th for release May 13th. Address Furniture News Bureau, c/o Wallace-Lindeman, Inc., Assn. of Commerce Bldg., Grand Rapids, Mich. Information and reservations: Natl. A.I.D. Headquarters, 41 East 57th Street, New York 22, N. Y.: Publicity: Albert M. Leach, Alfred Auerbach Assoc., CO. 5-7805.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Apr. 30- May 5	EASTERN STATES ANTIQUES FAIR <u>HF.</u> Emphasis will be placed on Early American antiques at this 32nd Antiques Fair. Hours, 1 to 11 P.M., daily, closing Saturday at 6 P.M. Contact: C.J. & C.B. Nuttall, TE. 8-6830.	C.J. & C.B. NUTTALL 660 MADISON AVENUE	WESTCHESTER COUNTY CENTER, WHITE PLAINS
Apr. 30- May 11	<u>HF.</u> BRITISH INDUSTRIES FAIR, BIRMINGHAM AND LONDON, ENGLAND. CONTACT: BRITISH INFORMATION SERVICES, 30 ROCKEFELLER PLAZA, CI. 6-5100.		
May 1 7:30 P.M.	<u>HF.</u> REGULAR MEETING, UPHOLSTERED FURN. MFRS. ASSN., HOTEL McALPIN CONTACT: IRVING R. KASS, TOLLERIS, KASS & TOLLERIS, MU. 3-4247.		
Tuesday May 1- May 5	HOME PROGRESS EXPOSITION <u>HF.</u> The 16th Annual New Haven Home Progress Exposition, under the sponsorship of the New Haven Register, will be held on these dates and will feature a Furniture and Fashion Fair. Contact: Milton Cottler, 220 Park Street, New Haven, Connecticut.	NEW HAVEN REGISTER	NEW HAVEN ARENA
May 1- May 31	<u>F.</u> MILK FESTIVAL. SPONSOR: AMERICAN DAIRY ASSOCIATION, 20 N. WACKER DR. BLDG., CHICAGO 6, ILL.		
Wednesday May 2 12:15 P.M. Luncheon	MONTHLY LUNCHEON <u>M.</u> "Future Packaging" is the subject to be discussed at this luncheon by James R. Turnbull of Monsanto Chemical Co. and Edgar Kaufmann, Jr., Museum of Modern Art. Tickets, \$3.75 for members, \$4.00 for guests. Contact: Ethel Kremer, CI. 7-3940.	THE FASHION GROUP, INC.	BILTMORE BALLROOM
May 2- May 6	<u>HF.</u> DULUTH ANNUAL HOME SHOW, DULUTH, MINNESOTA. CONTACT: DON BELLOW, 907 ALWORTH BLDG., DULUTH 1, MINNESOTA.		
May 3- Sept. 30	<u>M.</u> FESTIVAL OF BRITAIN, BATTERSEA PARK, LONDON, ENGLAND. CONTACT: BRITISH INFORMATION SERVICES, CI. 6-5100.		
May 6- May 9	<u>HF.</u> WESTERN VARIETY STORE MDSE. SHOW, LOS ANGELES, CALIFORNIA. CONTACT: KAY LEBER, DIR., 1355 MARKET ST., SAN FRANCISCO 3, CALIFORNIA.		
May 6- May 12	<u>HF.</u> NATL. CUTLERY WEEK. SPONSOR: ASSOC. CUTLERY INDUSTRY OF AMERICA; LEWIS D. BEMENT, SECTY., DEERFIELD, MASS. PUBL.: MARION ALLEN, MU. 2-8645.		

WEEK BEGINNING MONDAY, MAY 7, 1951

Monday May 7 Going on	NEW SERVICE <u>HF.</u> A new "gift by wire" service will be inaugurated on this date. By means of a tie-up between Western Union, participating stores and Telegift, Inc. a consumer can telephone or call at his local Western Union station, hand in a message, gift selection and address of recipient. Western Union telegraphs the message and instructions to its office in the recipient's city. The store is advised to deliver the merchandise, gift-wrapped, and the recipient is notified to expect delivery. The sender pays Western Union for the message and Telegift for the merchandise at the established retail price. Contact: Daniel N. Sangster or Fred Sandblom, MU. 8-4357.	TELEGIFT, INC.	40 EAST 49TH STREET
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 8 10:00 A.M.	PRESS BREAKFAST <u>HF.</u> A preview for the home furnishings, decorating and applied arts press will be held by invitation only to see the new Murals, Inc. showroom and five new hand-made wall decorations designed by James Seeman and James Patton. Also to see a first showing to the press of twelve repeat wall-papers designed by Mr. Seeman. Publicity: Florence Brobeck, MU. 8-8197.	MURALS, INC.	501 MADISON AVENUE
May 8- May 12	<u>M.</u> MEMPHIS COTTON CARNIVAL ASSOCIATION. CONTACT: WM. L. QUINLEN, JR., 547 NO. MAIN ST., P.O. BOX 302, MEMPHIS, TENN.		
May 9- May 11	<u>B.</u> AMERICAN INSTITUTE OF ARCHITECTS, EDGEWATER BEACH, CHICAGO, ILL. CONTACT: E.R. PURVES, 1741 NEW YORK AVENUE N.W., WASHINGTON 6, D. C.		
May 9- May 13	<u>HF:B.</u> EL PASO HOME SHOW. CONTACT: G.A. GODFREY, PRES., CHAMBER OF COMMERCE BUILDING, DALLAS, TEXAS.		
Wednesday May 9 3:00 P.M.	WEDGWOOD EXHIBIT <u>HF.</u> An exhibition of early Wedgwood pottery will be opened on this date by the Right Honorable the Lord Mayor of London, Mr. Alderman Denys Lowson, MA., L.C.C. at a showing at 34 Wigmore St. by invitation only. From then on, until September 30, it will be open weekdays, 10 A.M. to 12:30 P.M.; 2 P.M. to 5 P.M. and Saturdays, 10 A.M. to 12 Noon. Contact: The Secretary, Josiah Wedgwood & Sons Ltd., Barlaston, Stoke-on-Trent, England.	JOSIAH WEDGWOOD & SONS	LONDON, ENGLAND
Thursday May 10 5:00 P.M.- 7:00 P.M.	SPRING CARNIVAL <u>M.</u> The League will hold its annual Spring cocktail party for fund-raising purposes on this date. Members are urged to come and bring their families and friends. Tom Lee has generously consented to do the decorations for this party and he and Dorothy Harrower are making plans. Merchandise contributions for prizes will be welcome as always. Invitations will be in the mail shortly. Tickets will soon be on sale at \$3.75 each covering two drinks and a door prize chance, through the League offices 441 Madison Avenue. Contact: Jane Scriven, Chairman, PL. 3-5200 and Page Daugherty, Co-Chairman, MU. 2-1490.	HOME FASHIONS LEAGUE	PARK-SHERATON
May 10- May 13	<u>HF.</u> TULSA HOME SHOW, ONEY'S COLISEUM, TULSA, OKLAHOMA. CONTACT: MRS. GEORGE WILDER, EXEC. SECTY.-TREAS., 1035 HUNT BLDG., TULSA, OKLAHOMA.		
May 12- May 19	<u>F.</u> NATIONAL FROZEN FOOD WEEK. SPONSORS: NATL. FROZEN FOOD PACKERS, 1415 K ST., WASH., D.C.; NATL. WHOLESALE FROZEN FOOD DIST., 60 E. 42ND, N.Y.C.		
May 12- May 20	<u>B.</u> METROPOLITAN LOUISVILLE HOME SHOW, MERCHANTS & MANUFACTURERS BLDG. STATE FAIR GROUNDS, LOUISVILLE, KY. CONTACT: JAMES G. POLK, GEN'L CHMN.		
May 12- May 20	<u>B.</u> GREATER CINCINNATI BUILDERS HOME SHOW. CONTACT: J. A. NAZ, CHAIRMAN, 907 UNION TRUST BLDG., CINCINNATI 2, OHIO.		
May 13	<u>M.</u> MOTHER'S DAY. PRESIDENTIAL PROCLAMATION.		
May 13- May 20	<u>HF.</u> SAN DIEGO NATIONAL HOME SHOW. CONTACT: JIM WILSON, 362 SPRECKELS BLDG., SAN DIEGO 1, CALIFORNIA.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>ADVANCE DATES AND NOTICES</u>			
May 14- May 17	<u>HF.</u> HERSHEY ANTIQUES SHOW, COMMUNITY BUILDING, HERSHEY, PENNSYLVANIA. CONTACT: MRS. MABEL I. RENNER, 843 W. MARKET ST., YORK, PA.		
May 14- May 18	<u>M.</u> INSURANCE CONFERENCE AND SEMINARS, HOTEL STATLER, NEW YORK, N.Y. PUBLICITY: EDWARD K. MOSS, AM. MAN. ASSN., BR. 9-6055.		
May 14- May 20	<u>HF.</u> NATIONAL IRISH LINEN WEEK. SPONSOR: THE IRISH LINEN GUILD, 1270 SIXTH AVENUE, NEW YORK 20, N.Y.		
May 15- May 18	<u>HF.</u> CHICAGO ANTIQUES FAIR, SHERATON HOTEL, 505 N. MICHIGAN AVE., CHICAGO. CONTACT: DOROTHY HAZEN, 660 MADISON AVE., TE. 8-6830.		
Tuesday May 15 4:30 P.M. Cocktails	PRESS PREVIEW OF MODERN FURNITURE <u>HF.</u> The press is cordially invited to see "The Selectors Group" - a correlated showing of modern bedroom, dining room and occasional furniture by David Robert Co. of Black Mountain, N.C., and modern upholstered furniture by Selig Mfg. Co. of Leominster, Mass. This furniture is to be presented at the studios of their designer, Edmond J. Spence. On Wednesday and Thursday May 16 and 17, the furniture will be shown to the trade. Publicity for Spence: Alma Zaiss, PL. 9-2900.	DAVID ROBERT CO. SELIG MFG. CO.	EDMOND J. SPENCE 910 FIFTH AVENUE
Wednesday May 16 4:30 P.M. Cocktails and Buffet	PRESS PREVIEW <u>HF.</u> A preview for the press, by invitation only, will be held to display a new line of modern upholstered furniture by a house specializing in original and distinctive designs. Valley is innovating a smart new way of indicating color, line, fabric coordination against new types of settings. Publicity: Willa Gray Martin, 246 E. 46th St., VA. 6-3336.	VALLEY, INC.	428 WEST 14TH STREET
Wednesday May 16- Aug. 31	PRESS PREVIEW OF SILKS <u>HF.</u> A preview for the press will be held of the silks of the French Rococo period. The exhibit will open to the public on Thursday, May 17. Admission free. Hours, 9 A.M. to 5 P.M. Mondays through Fridays. Contact: John Kent Tilton, Curator, PL. 9-2070.	SCALAMANDRE MUSEUM	20 WEST 55TH STREET
Thursday May 17 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON <u>HF.</u> The spring home furnishings luncheon of this organization is open to both members (\$3.75) and guests (\$4.00). Speakers to be announced later. Melva Chesrown is Home Furnishings Chairman of the Fashion Group. Publicity: Ruth Hammer, EL. 5-6043. Contact: Fashion Group, CI. 7-3940.	FASHION GROUP	BILTMORE BALLROOM
May 18- May 27	<u>F.</u> NATIONAL PICKLE WEEK. SPONSOR: NATL. PICKLE PACKERS ASSN., 1012 NO. BOULEVARD, OAK PARK, ILL.		
May 20- May 23	<u>HF.</u> WESTERN 5¢-10¢ VARIETY STORE SHOW, CIVIC AUDIT., SAN FRANCISCO, CAL. CONTACT: KAY LEBER, 1355 MARKET ST., SAN FRANCISCO 3, CALIFORNIA.		
May 20- May 25	<u>HF.</u> NEW YORK STATIONERY SHOW, HOTEL NEW YORKER, NEW YORK, N.Y. CONTACT: WM. E. LITTLE, 220 FIFTH AVENUE, MU. 9-7147.		
May 20- May 26	<u>M.</u> WORLD TRADE WEEK. SPONSOR: U.S. CHAMBER OF COMMERCE, 1615 H ST., N.W. WASHINGTON, D.C.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 23 12:15 P.M. Luncheon	SPRING LUNCHEON <u>HF.</u> The spring luncheon which heralds the promoting of Home Fashion Time will be held on this date in the Henrick Hudson Room. Master of ceremonies and speakers to be announced later. At this luncheon announcement will be made of the Home Fashion League's awards to the "Trail Blazers of 1951." Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
May 23- May 27	<u>HF.</u> SAN FRANCISCO WORLD TRADE FAIR, PALACE HOTEL, SAN FRANCISCO, CALIF. CONTACT: J. CLARENCE MYERS, PALACE HOTEL, SAN FRANCISCO, CALIFORNIA.		
Friday May 25- May 29 10:00 A.M. 5:30 P.M.	ANNUAL EXHIBITION <u>HF.</u> The annual exhibition of the work of the Design Department will go on display at the School Annex at the above address. The exhibit will be open until 9:30 P.M. on the opening day, May 25. Included in the exhibit will be scale models and renderings of residential and commercial interiors, fabric and wallpaper designs, furniture and abstract design. Contact: Gilbert Werle, New York School of Interior Design, 515 Madison Avenue, PL. 3-0578.	N.Y. SCHOOL OF INT. DES.	119 EAST 54TH ST.
May 26- June 3	<u>HF.</u> NEW ORLEANS HOME SHOW, NEW ORLEANS, LOUISIANA. CONTACT: G. A. GODFREY, CHAMBER OF COMMERCE BLDG., DALLAS, TEXAS.		
Monday May 28- June 2	GLASS PROMOTION <u>HF.</u> A group of table settings featuring Imperial Glass Corporation's "Candlewick" pattern will be on display in the China and Glass Department of this store. The tables, styled by Emma Aubert Cole, table setting authority, will show the many pieces and their varied uses in this line of fine handmade table glassware. Contact for Imperial, Lucile Kennedy, Imperial Glass Corp., Bellaire, Ohio; Contact for F. & R Lazarus, Mrs. Gwyneth Crawford, Home Furnishings Coordinator, F. & R Lazarus, Columbus, Ohio.	F. & R. LAZARUS	COLUMBUS, OHIO
May 28- June 8	<u>M.</u> CANADIAN INTERNATIONAL TRADE FAIR, EXHIBITION GROUNDS, TORONTO, CANADA. CONTACT: C. C. HOFFMAN, DEP. ADM., EXHIBITION GROUNDS, TORONTO, CANADA.		
May 30	MEMORIAL DAY (DECORATION DAY) - TUESDAY.		
June 4- June 7	<u>M.</u> RADIO-TELEVISION MFRS. ASSN. NATL. MEETING, STEVENS HOTEL, CHICAGO, ILL. CONTACT: JAMES D. SECREST, 1317 F. ST., N.W., WASHINGTON, D. C.		
June 8- June 18	<u>B.</u> CONSTRUCTION INDUSTRIES EXPOSITION & HOME SHOW, PAN-PACIFIC AUDITORIUM, LOS ANGELES, CALIF. CONTACT: CARL F. KRAATZ, 315 W. 9, L. A. 15, CALIF.		
Thursday June 14 12:00 M. Luncheon	PRESS LUNCHEON AND LOOTH ANNIVERSARY <u>M.</u> One hundred years of leadership in the manufacture of sewing machines for the home and industry will be celebrated. There will be educational, international and industrial exhibits and a dramatization of 100 years of sewing showing style changes throughout the century. By invitation only. Background material and photographs available in advance for publication with advance deadlines. Contact: Anne Cunningham, Young & Rubicam, 285 Madison Avenue, MU. 9-5000.	SINGER MANUFACTURING CO. SINGER SEWING MACHINE CO.	HOTEL PLAZA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 18- June 28	<u>HF.</u> SUMMER FURNITURE MARKET, GRAND RAPIDS, MICHIGAN. CONTACT: C.F. CAMPBELL, 427 EAST FULTON ST., GRAND RAPIDS 3, MICHIGAN.		
Monday June 18- June 28	INTERNATIONAL HOME FURNISHINGS MARKET <u>HF.</u> The annual summer market will be held on these dates. For the convenience of visitors to the Merchandise Mart, a new direction finder has been installed on the 15th floor. Contact: News Bureau, Mdse. Mart.	MERCHANDISE MART AMERICAN FURN. MART	CHICAGO, ILLINOIS

MUSEUM, GALLERY & GARDEN NEWS

Friday Apr. 27- May 27	THEATRICAL DESIGNS <u>M.</u> Five centuries of Italian theatrical design from the Renaissance to the present time are on display in an exhibition of water colors, drawings, prints and photographs of stage settings and costumes. Publicity: Lillian Green, TR. 9-5500.	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.
May 8- June 3	TEXTILE DESIGNS <u>HF.</u> New flower designs in textiles from Europe, the Middle East and Far East will be exhibited on the Gallery Floor. Contact: Yale University Art Gallery, New Haven, Connecticut.	YALE UNIV. ART GALLERY	NEW HAVEN, CONN.

EDITORIAL REQUIREMENTS

For Metro Associated Services, Inc., 80 Madison Ave., New York 16, N.Y.

Work on Metro's Fall 1951 Fashion Supplement is now under way. The deadline for all material is June 21. Contact: Mildred R. Jailer, Fash. Ed.

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having List of Editors please make changes below:

New York World Telegram and Sun, 125 Barclay St., New York 7, N. Y.

Food Editor is now Edith Asbury, taking Marian Tracy's place. Food Staff Writer is Mary Appel.

RADIO AND TELEVISION PROGRAMS

Station KPRC-TV, The Houston Post Company, Houston 2, Texas.

2:00 - 2:30 P.M.-The Jane Gray Show - Jane Gray. Program primarily designed to sell merchandise from Foley's direct to housewives. Daily interviews with interesting people, etc. add spice. Sales personnel from store explain merits of merchandise shown. Monday through Friday.

3:00 - 3:30 P.M.-TV Kitchen - Jane Christopher. A program featuring new economical and tempting easy-to-fix dishes. Numerous items are shown but competing products are never used. Monday through Friday.

4:00 - 4:30 P.M.-Best Foot Forward - Mary Beth McDonald. While largely devoted to fashion angles, this program also shows new devices for the home, shortcuts in budget buying and so on. Tuesday and Thursday.

Publicity: Lee Hogg, KPRC-TV, Houston 2, Texas.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. Plaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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